

## Hawaii Honours Conscious Travel



As Hawaii gets ready to say Aloha to non-stop flights from New Zealand in the not-too-distant future, Hawaii Tourism has taken the time to honour the island state's roots and embrace the Hawaiian concept of malama, which is taking care of the people and place.

"Malama will play a prominent role in the Hawai'i Tourism Authority's strategic direction of regenerative tourism, built around the key pillars of environment, community, culture and brand marketing," says Hawaii Tourism New Zealand manager Darragh Walshe.

"Kiwis have a natural understanding of malama, particularly due to the similar Maori concept of manaaki," he adds.

Walshe says pre C-19 Kiwi travellers showed a tendency to explore beyond the hot-spots and seek authentic interactions with the community,

culture and environment—and this is something the STO is looking to leverage as travel to the rainbow state rebuilds from New Zealand.

Hawaii still offers its combination of rich heritage and stunning natural wonders juxtaposed with its wide range of shops and culinary options—but with conscious travel set to Malama Hawaii is designed to help travellers give back to the communities they visit.

The programme features nearly 100 businesses and volunteer organisations which help restore, perpetuate and regenerate Hawaii's places, landscapes and natural resources through their volunteer efforts. A range of options is available, from assisting in beach clean-ups, to tree planting and ocean reef preservation.

### ... Free Nights

In addition, a few of Malama Hawaii's hotel partners offer complimentary room nights, as well as surprises, to clients who participate in qualified volunteer community-giving projects and activities. Find out more [HERE](#).

For agents looking to upskill on malama and how to incorporate malama experiences into their client's travel plans, Walshe says the HTO will offer some training in the near future. In the interim see more details [HERE](#).

For an insight into the voluntourism options that blend a visitor experience that also gives back to the environment and local community, click [HERE](#).

"We know for a fact that the Hawai'i tourism industry and local operators are looking forward to seeing the return of visitors from New Zealand," says Walshe, who is keen to hear from any agents and brokers who have questions on the malama concept.



### The Safest US State

Hawaii has been crowned the safest state in the US during the C-19 pandemic. The study by WalletHub compared rates of C-19 transmission, positive testing, hospitalisations and death, as well as the share of the eligible population getting vaccinated.

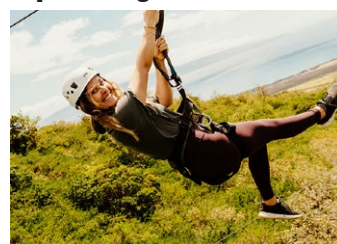
### Alohilani's Eco Goal



Waikiki's Alohilani Resort Waikiki Beach has committed to becoming the state of Hawaii's first fully carbon-neutral hotel property.

The resort's carbon neutral certification will be verified by DEKRA, which is the only recognised international standard for carbon neutrality. This year. The resort is hoping to eliminate carbon emission from sources such as propane, gasoline, diesel, and refrigerants as well as electricity. Once this is complete, the hotel will then look at cutting emissions from its supply chain. See more [HERE](#).

### Zip Through Kauai



Kauai-bound clients seeking a hit of adrenalin are recommended Skyline Eco-Adventures. The operator, recently voted best Kauai zipline tour and top activity on Kauai, boasts a zipline that will see clients soaring 60m above Kauai's landscapes at 80km per hour, with views of both the mountains and ocean. For those who are mindful of their environmental impact while travelling, Skyline Eco-Adventures is helping assist in Native Hawaii habitat restoration, and is also part of 1% For The Planet, a group of businesses that give 1% of all sales to environmental preservation and local charitable nonprofits. See [zipline.com](#) for more.

### The Advance Guard



While Hawaiian Airlines' flights between Auckland and Honolulu are yet to resume the HA Kiwi team has been doing some advance 'research'. Like everywhere there's been a host of changes, closures and re-openings in Hawaii. For more tips from HAs roving reporters see the upcoming Aloha Friday pages. HA New Zealand's Rusty Willis and Lindsey O'Neil (with Miss Margo O'Neil) are pictured above at Oahu's Kualoa Ranch after planting some legacy Koa trees last month.



### Give Back In Maui



Clients can explore Hawaii's oceans in an eco-friendly manner with Maui Dreams Dive Company. Recommended for environmentally conscious clients, the company offers guided dives which allow clients participate in conservation projects such as the Maui Reef Fund, while also viewing wildlife such as turtles. There's also dive training programmes for those with less experience, see more [HERE](#).

### Events Are Back In HI

Normality is returning in Hawaii, and the Hawaii Convention Center has reopened its Exhibit Halls for meetings and events this year. Highlights over the coming months include the Hawaii World Class Wedding Expo and the Hawaii Hotel and Restaurant Show. Agents can find a full list of what's on at the Center at [www.events.hawaiiiconvention.com/](#)